



Media Information
December 4, 2017

Masterpieces of technology and creativity: the BMW Concept 8 Series and Studio Drift's FRANCHISE FREEDOM flying sculpture at Miami Beach.

- New-style collaboration with progressive artists creates special experiences for those present and inspiration for the forthcoming luxury-segment model offensive.
- Launched at the Art Basel in Miami Beach 2017
- Concept car by BMW and performative artwork by Studio Drift join forces to bring the beauty and fascination of movement to life.

Munich / Miami Beach. Out of creativity and technological expertise are born innovative masterpieces – in art and automotive design alike. BMW is teaming up with Studio Drift at the Art Basel fair in Miami Beach to present impressive examples of this formula, courtesy of the FRANCHISE FREEDOM flying sculpture and the BMW Concept 8 Series. The brainchild of the Amsterdam based artistic duo Studio Drift, FRANCHISE FREEDOM will see 300 illuminated drones controlled by decentralised algorithms celebrating the beauty and fascination of movement. Likewise on display in Miami, BMW's concept car offers a look ahead to the new 8 Series Coupe due to hit the roads in 2018. With its further developed design language and standout sporting ability, the new car will redefine the brand's time-honoured commitment to driving pleasure for the luxury segment.

Art Basel in Miami Beach 2017 is hosting the premiere of "FRANCHISE FREEDOM – a flying sculpture by Studio Drift in partnership with BMW". For almost 50 years now, BMW has unearthed and supported talented performers in the worlds of art and culture. The company has helped to turn artistic visions into reality, with the uninhibited artistic freedom of the creative minds and institutions supported by the company taking centre stage at all times. When Studio Drift approached BMW with its ambitious project, the company – an Art Basel partner of many years – wasn't about to let the opportunity pass. Over the ensuing six months BMW forged a lively and fruitful relationship with Studio Drift, just as it has with artists such as Jeff Koons, Olafur Eliasson and Cao Fei over the years.

BMW's collaboration with progressive artists goes hand in hand with its forthcoming model offensive in the luxury segment. Like the car maker's super-luxurious models, the artists create unique and inspiring



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experiences with their work and performances. BMW is therefore engendering new and exclusive worlds of experience for these flagship models, as well as a new brand identity which combines the name of the company (Bayerische Motoren Werke) written out and the BMW roundel in black and white. This is one element of the company's NUMBER ONE > NEXT strategy and it sees the BMW Group pushing ahead with the development of ACES (Autonomous, Connected, Electrified, Services) technology.

The exclusive premiere of FRANCHISE FREEDOM will take place on the Faena Hotel beach at 9 pm on Wednesday, December 6. Weather permitting, further public performances will follow over the course of the week after. Times will be announced by Studio Drift on Instagram @studio.drift and by BMW on Instagram and Facebook @bmwgroupculture. The drones will also be visible from a considerable distance away.

Over the course of ten years and more, Studio Drift's work has repeatedly illuminated the relationship between people, nature and technology. The duo's projects constantly expand the possibilities created by technology, in order to generate new aesthetic experiences from the advances made. This approach to creativity spurred BMW into signing up for the FRANCHISE FREEDOM project.

"We believe you should never stop learning, and so we're delighted to be involved in these collaborations, to learn from artists with whom we share a mindset of always challenging and reinventing the status quo," says Hildegard Wortmann, Senior Vice President Brand BMW. "By harnessing creativity and innovative technology we are creating works which capture the imagination. This is an approach we have also adopted in the development of our luxury cars." The degree to which the basic philosophies of Studio Drift and BMW converge can be seen in a film clip produced during preparations for the premiere.



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BMW has been active in international cultural initiatives for almost five decades now, fuelled by enthusiasm and respect for the role of innovation in the creative sphere. Its involvement stretches from modern and contemporary art via classical music and jazz to architecture and design. As long ago as 1972, the artist Gerhard Richter produced large-format paintings for the lobby of BMW headquarters in Munich. And the BMW Art Car Collection, which since 1975 has featured contributions from renowned artists such as Andy Warhol, Roy Lichtenstein and Jeff Koons, is building on its tradition with works by Chinese artist Cao Fei and the American John Baldessari. BMW supports museums, art fairs, orchestras and opera houses around the world, in the process bringing innovative formats like BMW Tate Live and Opera for All to life.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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